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Report of the Pennsylvania Smoking and Health Project

HEW-PHS PROJECT GRANT R40047A68C

August 31, 1969

Report of the

PENNSYLVANIA SMOKING AND HEALTH PROJECT

HEW - PHS Project Grant R40047A68C

Grantee Organization, Pennsylvania Department of Health

Submitted August 31, 1969

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I INTRODUCTION

With a population of over 11,320,000, Pennsylvania ranks third among the states of the U. S. in population size. It is the responsibility of the Pennsylvania Department of Health, in its concern with preventive medicine and public knowledge of disease risks, to protect this population insofar as possible from tobacco smoking and the diseases and disabilities which may occur as a result of smoking.

People today are in a position that they can base their decision to or not to smoke upon scientific data, knowing what the ultimate outcome of smoking may be.

The Department believes that the most effective deterrent to smoking is prevention of taking up the smoking habit by young people, so particular concern is directed to them and to the people who teach them and have special influence on them. In 1966, Pennsylvania had 2,798,178 students and 91,490 professional staff in the public schools. By 1969 there were approximately 2,895,853 students and 96,376 professional staff.

However, information on the effect of smoking on health is not yet adequately presented in all school curricula in Pennsylvania, nor are many teachers and parents prepared to guide young people in this respect.

II BACKGROUND

To meet this need, the Pennsylvania Department of Health, Department of Public Instruction, Pennsylvania Medical Society, Pennsylvania Division of the American Cancer Society, Pennsylvania Heart Association and the Pennsylvania Tuberculosis and Health Society joined in sponsoring a two-day workshop on September 27 and 28, 1962, titled "Conference on Smoking and the Health of Youth," to consider the health hazards of smoking and explore the possibility of initiating a united educational program. Teachers, selected students and other interested school personnel from throughout the state also attended. The 250 conference participants agreed that a coordinated educational program should be developed in Pennsylvania, and thus the Pennsylvania Committee on Smoking and the Health of Youth was formed in January, 1963. (See Appendix C for membership listing.)

The Committee decided to direct its efforts primarily at the pre-high school teenagers and their teachers, by giving leadership and coordination to a statewide campaign; establishing procedures through which young people could be given accurate information about cigarette smoking and its hazards; and providing information to individuals who work with and influence young people. There was to be no crusading or fear approach, but merely dissemination of facts which would speak for themselves, presented at the opportune time to create the most influence.

Three main methods were chosen to accomplish the Committee's objectives:

1. Encouragement and assistance in formation of county councils on smoking and health;

2. Conferences for college students who are preparing to be teachers;

3. Workshops on smoking and health information for practicing teachers.

This work was carried out by staff members of the Committee member agencies, particularly the Department of Health, in addition to their regular duties, and was necessarily of limited scope due to lack of staff time and adequate funds.

Publication of the findings of the Surgeon General's Advisory Committee on Smoking and Health in 1964 reconfirmed the Committee's position and efforts, and provided additional justification for intensification of the program.

Work at the local level through formation of county-level interagency councils on smoking and health was encouraged and assisted. A questionnaire distributed in 1965 showed that seven counties had organized committees or councils on smoking and health, and in 39 counties many of the local agencies were working together informally on smoking and health programs.

Nine regional meetings for chief school administrators and representatives from local voluntary agencies and health departments were held during the spring of 1963 in cooperation with nine area curriculum centers of the Pennsylvania Department of Public Instruction, in order to present the state program on smoking and health, elicit their recognition and cooperation, and distribute packets of educational materials.

In 1964 the Committee prepared 2,500 packets of educational materials on smoking and health for teachers. The demand for these kits necessitated preparing 2,500 more a few months later, another 5,000 of an up-dated version in October 1965 and 6,000 more in 1966. These kits included a resource unit for teachers, published by the Department of Public Instruction in 1964. The initial 5,000 copies of the resource unit were soon exhausted and 5,000 copies of a second, up-dated edition were printed in 1965.

During the 1964-65 school year, four one-day seminars on smoking and health were conducted in teacher-training institutions. The first two, for selected faculty and students from all the similar institutions in each of these areas, were organized by the Department of Public Instruction. After these, responsibility for the seminars was shifted to the Department of Health which conducted the second two for students and faculty only from the host schools. Approximately 625 persons attended these seminars.

During the 1965-66 school year, approximately 2,150 students at six teacher-training institutions in Pennsylvania were reached with the medical and psychological facts on smoking and health through six smoking and health seminars. Honoraria speakers, a physician and a psychologist, were provided by the Department of Health, which continued to organize the seminars, in cooperation with the respective local voluntary health agencies.

In October 1965 the Committee, together with the U.S. Public Health Service, sponsored a second Pennsylvania Conference on Smoking and Health in Hershey, Pa. for teachers, school administrators and nurses, youth leaders from community organizations and health workers from official and voluntary agencies. The one-day meeting, which drew 300 people, was held to consider how teachers and youth leaders can effectively influence young people to develop favorable attitudes and actions in relation to health and smoking.

Special sessions on smoking and health were held at the Annual Health Conference at the Pennsylvania State University in August of 1964, 1965 and 1966.

Presentations on the medical, psychological and economic aspects of smoking were put on videotape at Edinboro State College in 1965 for use on the college's closed circuit television system. Speakers utilized were the Director, Division of Public Health Education in the Department of Health, the Past President of the Pennsylvania Medical Society and the Executive Director of the Pennsylvania Health Council.

A one-day seminar on smoking and health for selected representative students and faculty of all Mercer County schools was held in January 1965. This was organized by the health educator in the Department of Health's regional office for that area, together with the superintendent of Mercer County schools.

To spotlight and increase interest in smoking and health education, Education Week on Smoking and Health was established and proclaimed by the Governor of Pennsylvania in 1964, and has been continued each year since. Special educational and publicity activities are conducted throughout the state to promote observance of the week.

The Committee on Smoking and the Health of Youth screened and selected appropraite audiovisual material, including films, filmstrips, exhibits and pamphlets, and purchased or produced those chosen as most helpful in conveying the smoking and health message. In January 1966, 5,000 easel-back posters and 55,000 pamphlets were developed by the Department of Health to bring public attention to the health warning label required on every cigarette package by the Federal government. These were distributed throughout the state to all interested people and organizations.

The Department of Health terminated the sale of cigarettes in state-owned tuberculosis hospitals, requested airlines landing in Pennsylvania to discontinue the distribution of free sample cigarettes and urged better enforcement of existing laws prohibiting the sale of cigarettes to minors.

Educational programs were organized and conducted on request from schools and community groups, particularly by Committee member voluntary agencies as well as the Department of Health.

Public Health Service funds in the amount of $17,016.00 were granted to the Department of Public Instruction in 1965 for development and production of four series of educational television smoking and health programs, to be developed at the Pennsylvania State University. This project was a joint effort of the Pennsylvania Department of Health, the Department of Public Instruction, the College of Health and Physical Education of the Pennsylvania State University and the University's Continuing Education Services--Division of Broadcasting, and the Allegheny Educational Television Council. The Pennsylvania Committee played an important role in the concept of the project and served in an advisory role in its development and completion. Series I of these programs was completed in March 1967, and served to inform instructors of children such as school teachers, scouting leaders, YMCA-YWCA advisors and church teachers of new information about the historical, economical, physiological and psychological aspects of smoking considered germane toward conducting a good informational program on the subject. The programs were made available to non-commercial stations throughout the Commonwealth and were shown at various intervals. The remaining three series were not completed due to lack of sufficient funds and satisfactory available educational television production sources.

Due to the difficulty of continuing such an intensive program with inadequate funds and staff (the latter, especially in the Department of Health, carrying out this project's activities in addition to their regular salaried duties), the Department of Health and the Pennsylvania Committee on Smoking and the Health of Youth were interested in obtaining Public Health Service funds available for staff and materials.

III GRANT-FIRST YEAR

A. Grant Request

Upon receiving the information from Public Health Service that funds were available to assist the Pennsylvania program on smoking and health, application for a Health Services Project Grant, Cancer Control Program, was prepared in the Department of Health. Assistance and encouragement was given by Mr. Michael Burke, Public Health Advisor in the Public Health Service Region II Office; Miss Cherry Tsutsumida, Educational Consultant with the National Clearinghouse for Smoking and Health, Washington, D. C., who met on several occasions with the Pennsylvania Health Department's Director, Bureau of Educational Activities, Dr. Charles L. Leedham, the Director, Division of Public Health Education, Dr. Edward V. Ellis, and the Chief, Media Section, Sylvia Bohlayer. The grant request, in the amount of $22,873 for the period January 1, 1966, through December 31, 1966; $22,981 for January 1, 1967, through December 31, 1967; and $22,749 for 1968, was submitted for Public Health Service review on July 25, 1965. These funds covered (1) the salary of a professional staff member to serve as a project coordinator for the Committee (2) the salary of a clerk-stenographer; (3) printing and purchase of educational materials; (4) purchase of office equipment and supplies; and (5) speaker honoraria.

This first application was rejected by the Public Health Service on November 2, 1965, the reason given being that the Committee was not sufficiently interagency in type. A revised request was re-submitted December 22, 1965, which more pointedly emphasized the interagency nature of the Pennsylvania Committee, and at the request of the Public Health Service showing support of the Committee's objectives and demonstrating the Committee's multi-agency composition.

The second application was approved April 15, 1966, for only the period July 1, 1966, through June 30, 1967, and entailed a total of $18,573 - $13,696 for staff, $1,200 for travel, $727 for equipment, $2,500 for printing, $300 for postage, and $150 for books and periodicals. On September 26, 1966, $3,640 was approved for indirect costs. The Health Department's contribution was $14,858 for the first year of the project. This amount represented a percentage of the salaries of present Department personnel who devoted a portion of their time to the project.

These funds enabled the Committee to expand and extend an established, on-going program which would otherwise have had to be curtailed or cancelled due to lack of funds and staff, since the Pennsylvania state budget did not allow for the promotion of a smoking and health program. The hiring of a coordinator and secretary permitted temporarily assigned personnel to return to their own salaried duties full-time.

B. Project Staffing

Due to unforeseen difficulties in securing a qualified project coordinator, the project was not initiated until Mr. Russel M. Sutton, who had a B.S. degree in biology, had taught for four years and been a lecturer-demonstrator for NASA for two, was hired August 15, 1966, at $8,580 as a Public Health Project Director, and Mrs. Eva Lehman on August 18 as Project Secretary at $4,316.

Permission was requested an received from the Public Health Service, Region II Office, to alter the effective grant project dates to September 1, 1966, through August 31, 1967.

Mrs. Lehman resigned October 28, 1966, and a replacement could not be found until December 2, when Miss Diana C. Lubic was hired. Secretarial work for the Project in the interim without a project secretary was shared by staff of the Department of Health's Division of Public Health Education.

C. Project Objectives

Objectives of the Smoking and Health Project under the grant were:

1. To inform young people from upper elementary school age through college, and adults, on the effects of smoking on health in order to permit rational, knowledgeable decisions regarding the use of tobacco.

2. To give leadership and coordination to an aggressive state-wide and year-round campaign on the effects of smoking on health.

3. To acquaint health and school officials about the dangers and problems of smoking, involve county superintendents and other chief school administrators and supervisors in the process of planning, encouraging, reporting and evaluating specific efforts on smoking education in the schools.

4. To promote the collection and development of definitive data and information on smoking and health to serve as an index for the establishment of this information in the curricula of all elementary, junior and senior high schools and colleges of the state.

5. To recognize and encourage studies of behavior patterns and their influence on the smoking habit in other groups and agencies, and to identify and assess areas for future studies of behavior patterns in this Smoking and Health Project.

6. To establish an information and materials center on smoking and health in the Pennsylvania Department of Health for the use of schools.

7. To aid in effectively presenting educational opportunities to the public, both in groups and on an individual basis. This can be accomplished during the grant period.

8. To promote smoking and health activities at the local level among both public and private agencies and all other interested citizen groups, especially those in a position to guide the use, finding and developing of community skills and resources.

9. To develop speaker's bureaus in all health regions of the state to be available to service clubs and other groups. This can be done within the grant period.

10. To continue the direct involvement of the local level of the cooperating voluntary agencies and government departments in the planning, conducting and evaluation of local efforts to enlist the cooperation of teachers, school administrators, school boards, students and parents in the program.

11. To arrange and conduct seminars and meetings for parents who have school-age children. This includes discussions and lectures, and will be done in cooperation with the Pennsylvania Department of Public Instruction, PTA leaders and teachers.

D. Administration

Project direction and responsibility lay with Dr. Charles L. Leedham, Chairman of the Pennsylvania Committee on Smoking and the Health of Youth, and Director of the Bureau of Educational Activities in the Pennsylvania Department of Health.

The Project Coordinator and secretary were housed in the Health Department's Division of Public Health Education, a component of the bureau of Educational Activities.

Administrative guidance and advisory assistance was given the project coordinator by the Director of the Division of Public Health Education, Edward V. Ellis, Ph.D. succeeded by Mr. Anthony V. Sinkosky in January, 1967. Advisory, resource and media production help was provided by the Chief of the Division's Media Section, an artist-designer, a varitypist and an exhibit technician. The Chief of the Division's Community Health Section provided guidance and advice to the Health Department's regional public health educators in their smoking and health education work at the community level.

E. Project Activities-September 1, 1966-August 31, 1967

Stated project goals were attained through conduct of the following activities.

The results of smoking and health behavior pattern surveys by groups and agencies in the Philadelphia and Reading areas were considered by the Pennsylvania Committee in their plans for a course of action. It was decided to continue to attempt to prevent youth from starting the smoking habit rather than to expend too much effort on habituated persons.

The seminars on smoking and health, designed to reach future teachers with the latest medical and psychological information, were continued and nine were held at host colleges in Pennsylvania during the 1966-67 school year: Gettysburg College; Lock Haven State College; Lycoming College; Allegheny College; Ursinus College; Wilkes College; Messiah College; Clarion State College; and the Indiana University of Pennsylvania. The pattern followed was to return to the same colleges every two years in order to reach the new students.

At these seminars, Wilbur Flannery, M.D., Past President of the Pennsylvania Medical Society, spoke on the medical aspects of smoking, and Donald R. Bashore, Professor of Psychology at Bloomsburg State College, discussed the psychological and social aspects of smoking. Mr. Sutton explained the role of the Pennsylvania Committee and at some of the seminars talked on the economic aspects of smoking. Films, provided by the Department of Health or voluntary health agencies, were used to assist in delivering the smoking and health message. Exhibits were provided by the local voluntary health agencies and the Department of Health. A three-panel tabletop exhibit was constructed by the Department of Health in 1966 to illustrate the work of the Pennsylvania Committee, for use at conferences and other meetings. During this school year, the $50 honorarium and travel expenses per seminar for Mr. Bashore and $75 honorarium and travel expense for Dr. Flannery were paid from Health Department funds, in the amount of $1,372,65.

Reference material kits were made available to teachers and future teachers upon written request. During the year it was decided to discontinue handing them out at seminars to everyone because it was found too many were taken as a matter of course and wasted. It was felt that if teachers or future teachers wrote requesting them, they would be more likely to use them. In 1967 the Pennsylvania Smoking and the Health of Youth Committee's Subcommittee on Methods and Materials decided to discontinue further production of the kit which had been distributed over its four years in existence, and had since been replaced by production of an up-dated teachers resource guide, the latter offering a more effective means of providing information about smoking and health to teachers and youth leaders.

Work was begun, with the assistance of the Department of Public Instruction staff, on a third revision of this Resource Unit on Smoking and Health for teachers in 1966 (See Appendix D). This was completed in 1968 and a preliminary edition was varityped in the Division of Public Health Education and 500 copies printed by the Pennsylvania Division of the American Cancer Society. Public Health Service project funds were utilized in the amount of $66.36 to pay the Society for ink and paper. These 500 copies were distributed in six teacher workshops held by the Department of Public Instruction and the Committee in 1968 for teacher pre-test, evaluation and critique. After final adjustments were subsequently made to the manual, 30,000 copies were printed by a commerical printing company in 1968. Of these, 20,000 copies were paid for with project grant funds in the amount of $4,038.49, and 10,000 with a $1,312 contribution from the Pennsylvania Division of the American Cancer Society, Pennsylvania Tuberculosis and Health Society and the Pennsylvania Heart Association. These were distributed to selected elementary and secondary teachers throughout Pennsylvania.

Two-thousand five hundred copies of the first edition of "Smoking and Health - The Pennsylvania Story" were published in April 1967 with $1,007.98 of Federal project grant funds (See Appendix E). Copies of this were distributed throughout the nation, including all state and large county and city departments of health, and even to some foreign countries on request.

The project coordinator, together with the Health Department's regional public health educators, continued work on stimulating and helping to organize county councils on smoking and health. This involved many meetings between Mr. Sutton and county officials and other interested persons. He also attended many county interagency council business meetings.

The following types of activities were conducted at the local level:

Department of Health regional public health educators assisted in smoking and health educational work on a continuous basis. This included meeting with school administrators; meeting with teachers and students; distribution of educational materials; assistance with school assembly programs; working with local PTA smoking programs; assisting the organization of county interagency smoking and health councils (currently pending as of August 1969 are Delaware, Luzerne, Lackawanna, Centre, Clinton, Greene, Elk, Cameron, Venango, and Clarion Counties); assisting with local Smoking and Health Leadership Development Training Conferences for teachers; help in presentation planning for in-service programs for teachers, assisted by leadership teams from the Department of Public Instruction's Curriculum Development Center for Butler, Armstrong, Indiana, Westmoreland, Fayette, Washington and Greene Counties. In Region V college smoking conferences were held at Seton Hill, St. Vincent's and the Pennsylvania State University Extension. In Region VI a smoking and health meeting was conducted at the Blue Jay Job Corps Center, and assistance was given in conducting a one-day seminar at Townville High School.

No detailed record was kept of the time spent by regional public health educators on the project.

All agencies represented on the State Committee urged their local counterparts to coordinate efforts with other local agencies. Those which have been found to be working together most frequently include: county, city and regional health departments; county or district schools; units of the Pennsylvania Division of the American Cancer Society; affiliates of the Pennsylvania Tuberculosis and Health Society; chapters of the Pennsylvania Heart Association; county medical societies; county or individual school PTA's; local YMCA's; county nurses' associations; county or regional health councils; and local chapters of Future Homemakers of America. By mid-1967 interagency councils on smoking and health had been organized in Crawford, Monroe, Wyoming, York, Washington, Westmoreland, and Mercer Counties, and one was underway in Fayette County.

On March 16, 1966, Dr. Ellis and Miss Bohlayer met with Mr. Burke and Miss Tsutsumida of the Public Health Service in Washington in regard to the idea of developing a programmed instruction manual to give teachers unable to attend smoking and health seminars and workshops much-needed background information on smoking, in order that they be better equipped to present this material in the classroom, with actual development of the manual to be done entirely by a commercial company.

The Public Health Service representatives were quite interested in the idea, and on March 26, Miss Tsutsumida, Dr. Leedham and Dr. Ellis of the Department of Health and the president of the TECO programmed instruction company, Florida, met in Harrisburg to discuss implementation of this program and the development of the materials to be used.

Pennsylvania was the first state to present the concept of programmed instruction in the smoking and health field, and, with the encouragement of the Public Health Service, work was begun on preparation of a project grant request from the Department of Health for production of a programmed instruction manual and a teacher publication for pre and post evaluation, to be administered by the Pennsylvania Committee on Smoking and the Health of Youth.

On April 4, 1966, a cost breakdown on the proposed programmed instruction project was forwarded to Miss Tsutsumida at her request, by Dempsey F. Pennington, Jr., Ph.D., President, TECO. Development of the grant request was begun by Dr. Ellis, Miss Bohlayer and, later when the federally funded Smoking and Health Project had begun was completed by Mr. Sutton.

The first year of the Project was to be devoted to development, pre-testing and printing of the programmed instruction textbook by TECO. The Pennsylvania Committee on Smoking and the Health of Youth would assist in obtaining the necessary teacher population for the pre-testing.

A demonstration pilot project for use of the book by practicing teachers was planned for the second year of the project among elementary school teachers in York, Chester and Mercer Counties and the Pittsburgh Public Schools. Considerable time and travel was spent by the Project Coordinator and Chief, Media Section in the Department of Health, in obtaining the cooperation of and planning with Theodore Abel, Director, Section on Physical Education and Health, Pittsburgh Public Schools; John B. Cutler, Superintendent, Mercer County Schools; John P. Eier, Assistant Superintendent, Crawford County Schools; Joseph Wilson, County Superintendent of Schools, York County; and Dr. Pennington, of

TECO, Inc. Mr. Sutton and Miss Tsutsumida met later with representatives of the Pittsburgh Public School system to further discuss Pittsburgh's intent to cooperate in the project.

The third year was to be devoted to more intensive distribution of the textbook to teachers throughout the State who would have use for it, and to encouragement of teachers to present in the classroom the information gained on smoking and health. The latter would be done through group sessions involving the teachers, supervising principals and the Smoking and Health Project Coordinator.

Staff members of the National Clearinghouse for Smoking and Health were interested to the point that they considered financing both the development of programmed instruction materials and a one to two-year project for implementing the program. On September 27, 1966, Mr. Sutton reported that "Miss Cherry Tsutsumida has indicated that the U. S. Public Health Service still regards our idea of using programmed instruction as an effective method of informing elementary school teachers of the harmful effects of smoking, and that her Department will accept the project proposal at a date later than originally requested." However, the project proposal, submitted to the Public Health Service for review in April, 1967, and consideration by their Advisory Committee in May of 1967, was not approved for funding.

In August of 1965 and 1966 at the 15th and 16th Annual Health Conferences held at the Pennsylvania State University, two-hour special sessions on the latest developments in smoking and health education and research were developed and presented by the Department of Health. Participating in those sessions were Dr. Leedham, John W. Crail of the Stark County Schools, Ohio; Harold S. Diehl, M.D., then Vice-President for Research and Medical Affairs, American Cancer Society; Miss Sylvia Bohlayer, Chief of the Media Section ; Roy L. Davis, Chief of the Community Development Section of the National Clearinghouse for Smoking and Health, Public Health Service; Charles A. Ross, M.D., Chief, Department of Thoracic Surgery at the Roswell Park Memorial Institute, Buffalo, N. Y.; and Donald R. Bashore, Associate Professor of Psychology, Bloomsburg State College, Bloomsburg, Pa.

In October of 1966 the Director, Bureau of Educational Activities, the Director, Division of Public Health Education, the Director of Public Relations, the Chief, Media Section and the Project Coordinator prepared and taped a half-hour radio program on smoking and health.

Mr. Sutton and the Chief, Media Section, attended a one-day Conference on Smoking and Health held by the Public Health Service in Region II, New York City, on January 5, 1967. Representatives from smoking and health councils in Delaware, New York, New Jersey and Pennsylvania reported on the present status of their smoking and health programs, exchanged ideas, and funds available from the Public Health Service were announced and discussed.

The project Coordinator represented the Pennsylvania Committee at the Luzerne County Health Workshop in Hazleton High School in February, 1967. Local hospital personnel, dental hygienists and 550 Luzerne County school faculty were invited.

Mr. Sutton also spoke on the social and economic aspects of smoking to representatives from the Agnew Irwin School, Behrend Campus of the Pennsylvania State University, Pennsylvania State Education Association Club and the Harrisburg Area Community College.

In February 1967 Mr. Sutton attended a short-term training program held in the Public Health Service Region II Office, New York, N.Y. In April he spoke to 50 parents at a meeting of the Forge Street Elementary School PTA in Palmyra, Pa. Mr. Sutton also served as panel moderator at the State 4-H Club Conference held at the Pennsylvania State University in June, 1967.

The development of speaker's bureaus at the state level was found to be impractical and unrealistic. The idea of providing speaker's bureaus within the county smoking committees was considered more feasible and given serious consideration for the coming year. Department of Health regional public health educators gave presentations on smoking and health and recruited professional resource people and speakers on request within their respective regions. Dr. Leedham speaks on Smoking and Health as a member of the Pennsylvania Medical Society speakers bureau.

From April 2 through 5, 1967, the Project Coordinator and the Chief, Media Section, attended the National Conference for staff of interagency smoking councils in San Mateo, California, sponsored by the Public Health Service. Expenses for this trip were paid by the Public Health Service.

During 1967 the Department of Health reproduced several sets of slides showing cancerous invasion of the bronchial tree and emphysema of the human lung resulting from inhalation of cigarette smoke, prepared by Dr. Oscar Auerbach, Senior Medical Investigator of the Veteran's Administration Hospital, East Orange, N.J. These slides were intended to be used in conjunction with the educational television program series and also were made available to any interested persons or organizations.

In August, 1967 the Pennsylvania Committee produced two spot announcements on smoking and health for television. Tapes and slides were sent to 20 television stations throughout Pennsylvania for use in their public service airing.

Three bookmarks designed to inform elementary school children of the harmful effects of smoking were produced and preparations were made for evaluation of them in a pilot project to be conducted at the Crestview Elementary School in Carlisle, Pa. Evaluation forms were to be completed by elementary school teachers to inform the Pennsylvania Committee of the bookmarks' effectiveness, and if warranted, more would be designed. This project was not completed due to loss of the Project Coordinator at that particular time.

A package of audio-visual aid materials for physicians interested in speaking on smoking and health was developed. A pamphlet titled "Looking To Their Future" which described the goals and activities of the Pennsylvania Committee was produced and is carried by the Department of Health as a stock item, available on request.

IV GRANT-SECOND YEAR

A. Grant Request

Application for renewal of the Pennsylvania Smoking and Health Project grant for a second year was submitted to the Public Health Service on March 30, 1967. At the same time, request was made to extend the annual termination date of the project grant from July 1 to August 31, since the Project Coordinator had been unable to join the staff until August 15, 1966.

Total amount requested from Public Health Service for the second year of the project was $28,320, of which amount $14,870 was for salaries of the two staff members.

However, no notification was received from Public Health Service throughout the summer of 1967 on approval of the grant renewal, and both Mr. Sutton and Miss Lubic were forced to seek employment elsewhere at the end of August. They resigned August 29, 1967, to accept positions elsewhere.

The Department of Health was first notified of the award of a grant of $28,070 to support the Pennsylvania Smoking and Health Project for the budget period of September 1, 1967, through August 31, 1968, by a newspaper article picked up by chance. On September 15 official notification was received from the Region II Office of the U. S. Public Health Service that the grant had been awarded. However, the $250 item requested for out-of-state travel by the project coordinator was deleted from the approved budget.

B. Project Staffing

With less than a year of assured project support time, great difficulty was encountered in again recruiting qualified staff. The salary of $8,580 did not seem to be the problem so much as the fact that the project was given funds for only one year at a time, with future funding in doubt. Also, anyone filling the position of Project Coordinator needed to have had community experience, and few applicants adequately met this requirement.

The lack of Project staff made it necessary for staff of the Division of Public Health Education, particularly Arthur Hunsberger, a public health educator, to take over project work in addition to their own duties. Mr. Hunsberger took responsibility for organization of the college smoking and health seminars. Also, the Division Director and Chief of the Media Section assisted in the general activities of the Smoking and Health Project.

On November 8, 1967, Alfred R. Barrios, a retired Air Force Major with a B.S. and Master's Degree in Education, was employed as coordinator, but no clerk-stenographer could be found until December 8, when Marjorie J. Swartz was employed. Mr. Barrios resigned November 17, 1967, and for the duration of the by now much-reduced project year no project coordinator could be found. Again, the staff of the Division of Public Health Education took over the Project work, with the exception of the secretarial work, which was handled by Miss Swartz.

C. Project Activities-September 1, 1967 - August 31, 1968

During the 1967-68 school year, smoking and health conferences for education students were conducted at 11 colleges in Pennsylvania: Cheyney State College, Thiel College, Shippensburg State College (which held two conferences), West Chester State College, Millersville State College, Bloomsburg State College, East Stroudsburg State College, Kutztown State College, California State College, Eastern Baptist College and Villa Maria College. Approximately 2,800 students attended these conferences.

Authoritative speakers who covered the medical aspects of smoking at these conferences were: Wilbur Flannery, M.D., Past President of the Pennsylvania Medical Society; Oscar Auerbach, M.D., Senior Medical Investigator, Veterans Administration Hospital, East Orange, N. J.; Ernest L. Abernathy, M.D. Pathologist and Director of Laboratories, Washington Hospital, Washington, Pa.; Jasper G. ChenSee, M.D., Pathologist and Director, Quality Control Laboratories, Reading, Pa.; and Katherine Boucot Sturgis, M.D., President, Philadelphia Medical Society. The psychological - social aspects of smoking were again presented by Donald R. Bashore, Associate Professor of Psychology, Bloomsburg State College, Bloomsburg, Pa.

Depending on the particular circumstances at each college, sometimes, in addition to the two major presentations, other activities such as role playing, panel discussion, group discussion, questions and answers, filmstrips and films were utilized. At each conference, either Mr. Hunsberger or a public health educator from the Pennsylvania Department of Health's regional office described the objectives of the conference and the role of the Pennsylvania Committee.

Honoraria and travel expenses for the two major speakers during 1967-68 were paid from Department of Health funds, in the amount of $1,593.40. Public Health Service grant funds of $254.85 were utilized also for honoraria.

During the spring of 1968, the Pennsylvania Department of Public Instruction, with the assistance and cooperation of the Pennsylvania Committee, conducted six teachers' workshops on smoking and health, at Millersville State College, California State College, Windber Area High School, Wilkes College, Edinboro State College and Mansfield State College. Approximately 400 practicing teachers attended. The principal speaker at each was Stephen R. Homel, M.D., a pediatrician from Bala-Cynwyd, Pa., who encouraged teachers to perceive and reach their students as whole persons. Representatives from the Pennsylvania Department of Public Instruction moderated the workshops, while representatives from the Pennsylvania Heart Association, Pennsylvania Tuberculosis and Health Society and the Pennsylvania Division of the American Cancer Society discussed what assistance and material aids the voluntary associations could effectively provide for teachers. The revised version of the Teacher's Resource Manual on Smoking and Health was pre-tested at these workshops.

Work was begun, primarily by Mr. Hunsberger and Committee members, on up-dating of the booklet "Smoking and Health - the Pennsylvania Story." This was completed in 1968 and 2,500 copies printed in 1969 at a cost of $1,031.74 from Federal grant project funds.

On October 10-12, 1968 the Eastern District Leadership Development Conference on Smoking and Health Education was co-sponsored and conducted by the American Association for Health, Physical Education and Recreation, the Pennsylvania Department of Public Instruction and the Pennsylvania Committee on Smoking and the Health of Youth at the Holiday Inn Town, Harrisburg. Over 160 representatives from 12 states and the District of Columbia attended. The statewide Leadership Development Program on Smoking and Health was conducted in conjunction with the Eastern Leadership Development Program, thus eliminating much duplication of effort and expense.

Each of the 16 Pennsylvania leadership teams from the Department of Public Instruction's Educational Development Centers attending the state conference were expected to return to their respective regions, form a steering committee and select dates and sites for local leadership development conferences. These conferences were to be designed for local teachers, school administrators, voluntary agency personnel, parents and other interested persons in order to stimulate a high degree of interdiciplinary and interagency cooperation in the implementation of local programs in smoking and health education. By March, 1969, 12 regions had set definite dates for conferences.

In January 1968 Dr. Leedham discussed the Pennsylvania Smoking and Health program at the Statewide conference of the Pennsylvania Congress of Parents and Teachers held at the Nationwide Inn, Harrisburg. The Conference purpose was to initiate a statewide PTA Smoking and Health Project.

Dr. Leedham also, together with Drs. David A. Smith and John H. Harris, appeared on a panel of the WHP radio program "Comment," discussing the aspects of smoking as it relates to the health of youth.

A school assembly program on smoking and health was presented at the Pequea Valley High School in March, 1968.

Also in March, letters were sent by the Committee to voluntary health agencies in Pennsylvania, suggesting that they and their national counterparts contact television stations and express their concern and disapproval of cigarette smoking by actors and actresses on TV.

On May 29, 1968, Dr. Leedham and Miss Bohlayer attended the Workshop on Office Management of Cigarette Smoking held at the Philadelphia County Medical Building, Philadelphia, Pennsylvania. At that time consultation was held with Mr. Burke of the Public Health Service, regarding extension of the Project time to utilize remaining Federal funds, since funding of the project for a third year appeared extremely doubtful. Mr. Burke was favorable toward the idea.

V. GRANT EXTENSION- THIRD YEAR

A. Grant Request

After learning that funding of the Smoking and Health Project for a third year was extremely doubtful, request was made on June 13, 1968 to the Region II Office of the Public Health Service for extension of the project period to August 31, 1969, to utilize grant funds originally awarded for the period September 1, 1967 through August 31, 1968, which were not used due to lack of a project coordinator. Also, it was requested to revise the budget to permit utilization of the sum of $5,000, originally budgeted for educational television and radio stations throughout the state extensively using the excellent national releases on smoking and health prepared by voluntary health agencies, for the salary money remaining, enabled staffing for the full third year period. Approval of this request was received from the Public Health Service on July 15, 1968.

B. Project Staffing

On September 11, 1968, James W. Marcy was hired as the Smoking and Health Project Coordinator. Mr. Marcy had been administrative assistant in the Pennsylvania Employee Alcoholism Education Program prior to appointment to this position.

On October 8, 1968, Miss Swartz transferred to a permanent position available in the Division of Public Health Education. Again, no secretary could be found until December 9, 1968, when Mrs. Eloise Conway was hired. She resigned March 26, 1969, due to conflicting interests at home, and Miss Cleona Garfield was hired to replace her on June 23, 1969.

C. Project Activities-September 1, 1968-August 31, 1969

During the 1968-69 school year, the Pennsylvania Committee began to emphasize reaching junior and senior college education students in particular, since they would soon be teaching. Nine smoking and health conferences were conducted, at Clarion State College (which held two conferences), College Misercordia, Wilkes College, St. Francis College, Geneva College, Grove City College, Westminster College and Slippery Rock State College. Approximately 1,340 students were reached. Speaker honoraria and travel expenses for this period were paid from the Project grant funds, in the amount of $1,449.52. Of this amount, $900 was for honoraria and $549.52 for travel expenses.

These conferences were organized and conducted by Mr. Hunsberger.

Much of Mr. Marcy's time was devoted to consultation with interested people and agencies to stimulate interest in county interagency councils on smoking and health. By September of 1968 county councils had been formed in McKean, Clearfield, Lycoming and Allegheny Counties, bringing the number of councils in the state to 12. Difficulty was experienced in obtaining the help of voluntary agency staff to spearhead efforts for councils in their areas, due primarily to their already heavy workloads.

To kick off Smoking and Health Education Week, held January 12 through 18, 1969, a luncheon and press conference were held at the Hershey Motor Lodge, Hershey, attended by 50 people. The featured speaker was Dr. Harold Diehl. This first effort to formally initiate Smoking and Health Education Week was most successful and will be repeated in 1970.

The Project Coordinator assisted in planning for and participated in the Smoking and Health Leadership Development Conference sponsored by the Department of Public Instruction, at the Indiana State University of Pennsylvania, Bloomsburg State College, Shippensburg State College and Mansfield State College, all in April, 1969; and at Camp Hate-To-Leave-It in May.

The Smoking and Health of Youth Committee assisted in promoting the 1968 CBS-TV National Smoking Test. The Pennsylvania Division of the American Cancer Society reproduced and distributed 300,000 copies of the test form, and the Department of Health's Division of Public Health Education and regional offices distributed the forms throughout the Department and State Government.

With the end of the funding period for the smoking and health project approaching, Mr. Marcy accepted employment elsewhere and resigned from the project on July 2, 1969.

VI PROJECT RESULTS

A. Attainment of Objectives

The eleven objectives spelled out as the basis for the project grant were reasonably well met even though there was a lack of continuous project staff, and no new funds for the third year. The accomplishments towards the objectives are as follows:

Obj. 1 During the three years of the Project, 29 Smoking and Health seminars were held at 28 colleges, which reached a total of 5,104 students who will be teachers and/or youth leaders.

1966-67 - 9 seminars, 1014 students
1967-68 - 11 seminars, 2750 students
1968-69 - 9 seminars, 1,340 students

The indirect method of informing youngsters of the effects of smoking on health was followed; that is, emphasis was placed on reaching teachers and youth leaders with the information so that they in turn could present the information to their students. Of course, it was also hoped that the information would deter the college students themselves from smoking.

Four hundred practicing teachers and other school staff were reached at six workshops held in 1968 to give them the latest information and provide an opportunity for the exchange of ideas. In addition, numerous conferences on smoking and health were organized or participated in at the request of school officials for students in junior and senior high school. Information was made available upon request throughout the state from all member agencies of the Pennsylvania Committee.

Obj. 2 Leadership and coordination was given continuously to an aggressive state-wide and year-round campaign on the effects of smoking on health. An impressive increase in interagency coordination and cooperation has been realized, together with an increase in the number of types of organizations concerned with the smoking problem, particularly in activities at the county and multi-county level. Encouragement and assistance was given to all organizations requesting it in developing smoking and health programs.

Obj. 3 During the project grant period, the kits of informational material and teachers' resource manuals continued to be distributed to health and school officials through the state, until the kits were discontinued and replaced by the up-dated and expanded teachers' resource manuals. These also were extensively distributed and will continue to be as money becomes available for printing of additional copies.

Health Department regional public health educators and the Project Coordinator have worked closely with school administrators in planning and conducting school programs on smoking and health, and also act as resource people and in advisory capacity.

Obj. 4 Collection and development of definitive data and information on smoking and health was not attempted due to inadequate and inconsistent staffing. It would have been somewhat of a by-product of the programmed instruction textbook project had this materialized, or at least a logical follow-up of that project.

Obj. 5 Studies of behavior patterns and their influence on the smoking habit in other groups and agencies were utilized in guiding the Pennsylvania Committee's activities to achieve the best results possible.

Due to lack of Project funding for the third year and lack of continuous Project staff, it was impossible to devote much time or effort to studies of behavior patterns within the Project in depth. Limited research in the reactions of college students who attended the smoking and health seminars was conducted by Mr. Hunsberger. (The Pennsylvania Story, 1969 edition).

Obj. 6 Informational materials on smoking and health developed or obtained by the Department of Health for use by interested organizations and individuals during the period of the Project grant are as follows:

Item	Title	Quantity	Cost	Source of Funds
Kit (Discontinued)	Information on Smoking and Health for School Programming	6,000 (1966)		Committee Dept. of Health
Manual	Resource Unit On Smoking and Health	30,000	$5,400.49	Federal grant Committee
Films	"Smoking and You" "Smoking - The Inside Story"	1 print 1 print	$110.00 88.00	Federal grant Federal grant
Report	Smoking and Health - The Pennsylvania Story	2,500 (1967) 2,500 (1967)	$1,007.98 $1,031.74	Federal grant Federal grant
Bookmarks	3 different ones			Dept. of Health
Pamphlet	Looking To Their Future		$ 527.56	Dept. of Health
Slides	from Philadelphia Smoking and Health Research Project	48	$ 9.60	Federal grant
Exhibit	3 panel smoking and health	1	No direct cost - Constructed within Health Dept.	Dept. of Health
Reprint from Jan. 1968 Readers Digest	What the Cigarette Commercials Don't Show	100	$ 3.50	Federal grant
PHS Pub. #1000 Series 10, No. 34	Cigarette Smoking and Health Characteristics	30	$ 13.50	Federal grant
2-page reprint Amer. School Health Assoc.	Pennsylvania - Toward A Generation of non-smokers	100	$ 17.01	Dept. of Health
Reprint from March 1967 Clinical Pediatrics	"Pre-Teen Smokers, A Negative Image For Smoking"	1,100	$ 71.25	Dept. of Health
Plastic reels for ¼" magnetic recording tape		60	$ 15.00	Federal grant

With the exception of the discontinued kit, these materials are maintained in the Department of Health and made available to the public on request. The Teachers Resource Unit is also distributed from the Department of Public Instruction.

Obj. 7 The Project Coordinator and the Department of Health's regional public health educators, during the three years of the grant project, spoke frequently on smoking and health to various community and school groups. This activity is being continued by the public health educators in the field. Consultation on organization of meetings and conferences also is given on request, and all possible help is provided in recruiting and aiding speakers in the various related professional fields.

Obj. 8 Emphasis was given to establishment of county or area-wide interagency smoking and health councils. The successful beginning made is being continued through the Department of Health's regional offices and local chapters of the Committee's member voluntary health agencies. Assistance has been provided on request to groups wishing to conduct smoking and health activities as a project.

Obj. 9 Although speakers' bureaus at the state level was found to be impractical, the county interagency councils, due to their composition and depth of resources, have become active in providing authoritative speakers to requesting groups within their areas. These speakers may be either members of the council's agencies or area physicians and other professional people competent to discuss the topic.

Obj. 10 The interagency county smoking and health councils work closely with teachers, school administrators, school boards, students and parents in promoting, planning and organizing local smoking and health projects and activities. This movement is growing steadily as the councils and their resources and activities become better known.

To date, August 1969, 10 local Smoking and Health Leadership Development Conferences, sponsored by the Department of Public Instruction with the assistance of the Pennsylvania Committee, have been held as an outgrowth of the Eastern District Leadership Development Conference on Smoking and Health Education held in Harrisburg in October, 1968. Fifteen were planned originally, and at least a total of 11 will be held. These conferences stimulate local leadership in smoking and health and hopefully will lead to intensified and expanded local interest, including the schools.

Local service clubs showed an increasing interest in conducting programs on smoking and health for their members, and in recruiting speakers for presentations on the topic for their meetings.

Obj. 11 No meetings or seminars for parents of school-age children could be organized due to lack of adequate and consistent Project staff. However, the Pennsylvania Committee and the Health Department's regional public health educators worked closely with PTA's, 4-H Clubs and YMCA's in the many smoking and health programs conducted by their various local groups.

VII CONCLUSIONS

1. Although there is no definitive proof, indications are strong that the most effective deterrent to the smoking habit is the education and persuasion of young people before they have formed the habit. A very low percentage of success has been realized in getting confirmed smokers to permanently discontinue the habit.

2. Education of young people is best accomplished through their teachers and leaders, who exercise a constant influence on them and have access to them at their most "teachable" moments.

3. A factual, non-emotional approach is the most effective method of presenting information for behavior change to young people.

4. For orderly and consistent implementation of a program, continuity of staffing is absolutely essential. To obtain the qualified staff so essential to successful implementation of such a project, it is necessary to be able to assure applicants of a long enough duration of Project support and funding to offer some security.

5. A cooperative interagency approach at the local level can be a very efficient and effective method of enlisting support and enthusiasm for a program among its target population.

6. More research is needed in ways to make smoking socially unacceptable among young people.

APPENDIX INDEX

A. Staff Time Reports

B. List of kit "Information on Smoking and the Health of youth for School Programming" contents

C. Smoking and Health - The Pennsylvania Story: 1969

D. Teachers' Resource Unit on Smoking and Health - 1968

E. Smoking and Health - the Pennsylvania Story: 1967

F. Smoking and Health - the Pennsylvania Story: 1964

G. First Progress Report, 1964, The Pennsylvania Committee on Smoking and the Health of Youth

H. Suggested objectives for County Smoking and Health Committees

I. Reprint: "Pre-Teen Smokers - A Negative Image For Smoking"

J. Reprint: "Pennsylvania - Toward A Generation of Non-Smokers"

K. Pamphlet: "Looking To Their Future"

L. Poster: "For Your Protection - Read the Warning"

M. Bookmarkers

N. Smoking and the Health of Youth - A Resource Unit: 1963

O. Evaluation Questionnaire

Kit - "Information on Smoking and the Health of Youth For School Programming"

Only three copies of the kit of materials titled "Information on Smoking and the Health of Youth For School Programming" remain in the Department of Health's permanent files. A list of the materials in the two editions follows below.

First edition:
Pamphlet "Shall I Smoke?" ACS
Pamphlet "Don't Let Your Health Go Up In Smoke" TB & Health
Pamphlet "Filter The Facts Before The Smoke" TB & Health
Flyer "Note To The Teacher" DPI
Article "Modifying Smoking Habits In High School Students" Daniel Horn, Ph.D.
Film and Filmstrip Descriptions
Article Condensations: Medical Studies on Smoking Heart Assoc.
Manual "Answering The Most-Often-Asked Questions About Cigarette Smoking and Lung Cancer" ACS
Manual "Smoking and Lung Cancer: Recent Evidence and a Discussion of Some Questions" PHS
Article "Cigarette Smoking, Cigarette Advertising and Health" Roger S. Mitchell, M.D.
Report "The Effects of Smoking" E. Cuyler Hammond
Resolution No. 62-3 Pa. Medical Soc.
1961 Joint Statement on Smoking ACS, TB & Health, Heart Assoc.
Article "The Facts on Teenage Smoking" Leona Baumgartner, M.D.
Manual "Cigarette Smoking and Cancer" ACS
Report "The Williamsburg Program on Smoking and Youth" Carl A. Ludy
Smoking Questionnaire ACS
Article "The Psychology of Adolescent Anti-Smoking Education" M. Powell Lawton, Ph.D.
Article "Cigarettes: Are The Facts Being Filtered?" Walter Goodman
Report "Royal College of Physicians Report On Smoking" DPI

1965 Revision:
Pamphlet "Your Teenage Children and Smoking" Children's Bureau
Pamphlet "Shall I Smoke?" ACS
Flyer "Where There's Smoke There's Danger From Heart Disease" Heart Assoc.
Pamphlet "Chronic Bronchitis" TB & Health
Pamphlet "What Everyone Should Know About Smoking and Heart Disease" Heart Assoc.
Film and Filmstrip Descriptions
Leaflet "No If's, No maybe's, No Butts" TB & Health
Position Statement "Smoking: The School's Responsibility" AAHPER
Flyer "Stamp Out Smoking" TB & Health (also poster)
Pamphlet "Don't Let Your Health Go Up In Smoke" TB & Health
Leaflet " To Smoke or Not To Smoke" ACS
Pamphlet "Chronic Cough" TB & Health
Pamphlet "Emphysema" TB & Health
Article " To The Cigarette Makers: Just The Facts, Please" Lois Mattox Miller and James Monahan

Manual "Answering The Most-Often-Asked Questions About Cigarette Smoking and Lung Cancer" ACS
Resource Unit "Smoking and The Health of Youth"
List of items available from Voluntary agencies
Poster "Best Tip Yet - Don't Start!" ACS
Poster "Don't Start!" Heart Assoc.
Posters "I Don't Smoke Cigarettes" ACS
Poster "Cigarettes Shorten Lives" TB & Health
Article "What a Doctor Tells His Own Kids About Smoking" Robert R. Montgomery, M.D.
Article "The Psychology of Adolescent Anti-Smoking Education" M. Powell Lawton, Ph.D.
Poster "Why Risk Heart Disease - Don't Smoke" Heart Assoc.
Poster "More Cigarettes, More Lung Cancer" ACS

The kit was sponsored by the Pennsylvania Committee on Smoking and the Health of Youth. Additional copies of the materials in it could be obtained from local units of the Pennsylvania Division, American Cancer Society, the Pennsylvania Heart Association, the Pennsylvania Tuberculosis and Health Society, and the regional offices of the Pennsylvania Department of Health.

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